

Electronic Acknowledgement Receipt

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|---|--|
| EFS ID: | 7453984 |
| Application Number: | 10020094 |
| International Application Number: | |
| Confirmation Number: | 9964 |
| Title of Invention: | Communication system for sending advertisements based on location determination and previously specified user selections |
| First Named Inventor/Applicant Name: | Thomas E. Coverstone |
| Customer Number: | 68769 |
| Filer: | Richard Carl Auchterlonie |
| Filer Authorized By: | |
| Attorney Docket Number: | 8931.002.NPUS00 |
| Receipt Date: | 20-APR-2010 |
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| Application Type: | Utility under 35 USC 111(a) |

Payment information:

| | |
|------------------------|----|
| Submitted with Payment | no |
|------------------------|----|

File Listing:

| Document Number | Document Description | File Name | File Size(Bytes)/ Message Digest | Multi Part /.zip | Pages (if appl.) |
|-----------------|----------------------|--|--|------------------|------------------|
| 1 | NPL Documents | D3-2010-02-18_Apple_Blocks_Location-Based_In-App_Advertising_Butcher.pdf | 361010 c6cdc269145d521cabaa94f45fc36bd4dfab3ffd | no | 4 |

Warnings:

Information:

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|--------------|---------------|---|--|----|---|
| 2 | NPL Documents | D4-2010-02-20_In-Car_Navigation_on_IPhone_Taylor_WSJ.pdf | 201688 | no | 2 |
| | | | 54a8e1699c1144f047781c9c1472cd425c4dd9a3 | | |
| Warnings: | | | | | |
| Information: | | | | | |
| 3 | NPL Documents | D5-2010-02-23_Genasys_Website_Proximity_Community_Entertainment.pdf | 154641 | no | 1 |
| | | | 37f801da01d01a94131f45b1194186b5268f600b | | |
| Warnings: | | | | | |
| Information: | | | | | |
| 4 | NPL Documents | D6-2010-02-23_Genasys_Website_Proximity_Info_Advertising.pdf | 211211 | no | 1 |
| | | | 8117c0760d8b6ab0296e08eba22da6c054e2007f | | |
| Warnings: | | | | | |
| Information: | | | | | |
| 5 | NPL Documents | D7-2010-02-23_Google_Website_Facts_about_Google_Acquisition_Admob.pdf | 344251 | no | 1 |
| | | | 6b8012040e407dd397924f8c991298e3ed73b368 | | |
| Warnings: | | | | | |
| Information: | | | | | |
| 6 | NPL Documents | D8-2010-02-23_Google_Website_Facts_about_Google_Acquisition_of_Admob.pdf | 115262 | no | 2 |
| | | | d7ea00790894b43574ba74e52db811f39bb4a092 | | |
| Warnings: | | | | | |
| Information: | | | | | |
| 7 | NPL Documents | D9-2010-02-25_The_Most_Popular_Location-Based_App_isnt_Foursquare_its_MyTown.pdf | 587054 | no | 3 |
| | | | 1608dd1fb20f464b758d2e5642383979980b7758 | | |
| Warnings: | | | | | |
| Information: | | | | | |
| 8 | NPL Documents | D10-2010-03-17_Apple_Gets_Location_Fever.pdf | 349399 | no | 2 |
| | | | a990dfac2572f18980530553cf22d716f4e1da9f | | |
| Warnings: | | | | | |
| Information: | | | | | |
| 9 | NPL Documents | D11-2010-03-18_Adverse_to_Adverts_Mobclixs_SDK_Brings_Targeted_Advertisements_To_The_IPad.pdf | 971066 | no | 4 |
| | | | 39c61f7c2ae3223ea6a3f9aeaeac82de9b7660fb | | |
| Warnings: | | | | | |
| Information: | | | | | |
| 10 | NPL Documents | D12-2010-03-22_Google_One_in_three_mobile_searches_has_local_intent.pdf | 68963 | no | 1 |
| | | | 119bb113ba2797bc53bfc869e225fc1677f411d5 | | |
| Warnings: | | | | | |
| Information: | | | | | |

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|-------------------------------------|---------------|---|---|----|---|
| 11 | NPL Documents | D13-2010-03-23_NileGuide_Unveils_New_Location_Based_iPhone_App_For_Travel_Recommendations.pdf | 250893 71db167bb16ee0412d9c47d3926657e892d262df | no | 1 |
| Warnings: | | | | | |
| Information: | | | | | |
| 12 | NPL Documents | D14-2010-03-26_Apple_Poised_To_Unveil_iAd_New_Mobile_Ad_Platform_Is_Job_Next_Big_Thing.pdf | 585916 9940fe4b958e46f4275aceff7aea06daea4ec672 | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 13 | NPL Documents | D15-2010-03-29_Rumour_Apple_iAd_mobile_ad_platform_coming_soon.pdf | 247385 e47d64dadecef91db57829fe3ddb644e46a6323c | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 14 | NPL Documents | D16-2010-04-06_Bluetooth_Proximity_Marketing_Does_Work.pdf | 347177 67e0786e0a74d449c781590d1c91edcbfe17720a | no | 4 |
| Warnings: | | | | | |
| Information: | | | | | |
| 15 | NPL Documents | D17-2010-04-08_Apple_Announces_iAd_Mobile_Advertising_Platform.pdf | 340446 a6e141019b617b17c74a98a821bcfa67eb796881 | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 16 | NPL Documents | D18-2010-04-08_Apple_Previews_iPhone_OS4.pdf | 113686 170ec0bca956ce02a7681535639df8ce76a708cc | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 17 | NPL Documents | D19-2010-04-13_Acuity_Mobile_eMAP.pdf | 783612 f1c780d629ca9f34c6cc35afc371647f3d7f8e94 | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| 18 | NPL Documents | D20-2010_04-13_Acuity_Mobile_5_Dimensions_Spot_Relevance.pdf | 1016133 a2512fc535285ec177f5b7ca8bcab9092f0ea94c | no | 2 |
| Warnings: | | | | | |
| Information: | | | | | |
| Total Files Size (in bytes): | | | 7049793 | | |

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.